

Lee, Chia-Hua

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EDUCATION

National Chengchi University (NCCU)

Taipei, Taiwan, 09/2011-06/2016

- *Bachelor of Arts in Journalism*
- Relevant Coursework: Statistics, Linear Algebra, Probability, Data Structure, Object-oriented Programming, Database Management Systems, Java Programming, Data Analysis for Social Media, Data Science and Big Data Analytics
- GPA: 3.98
- Recipient of presidential awards for two semesters

Cologne Business School (CBS)

Cologne, Germany, 08/2013-06/2014

- *Bachelor of Arts in International Business*
- Relevant Coursework: Cultural Marketing, Business Process Planning and Consulting Issues, Comparative International Management
- Sponsored by Ministry of Education (around \$6,000)
- Sponsored by College of Communication, NCCU

Coursera

Online, 02/2016-05/2016

- Earned a verified certificate with full marks in “Python for Everybody Specialization” offered by University of Michigan in one month.
- Completed The Data Scientist’s Toolbox and R programming in “Data Science Specialization” offered by Johns Hopkins University.

MicroStrategy

Beijing, China, 07/2016 – Present

- Enrolled in local Jump Start training and online Learning Portal
- Certification: MicroStrategy 10 Certified Analyst

WORK EXPERIENCE

Data on Demand (Beijing) Co., Ltd, Marketing Specialist

Beijing, China, 07/2016 – Present

- Optimized keywords based on search terms reports of Baidu Online Marketing Service and monitored figures through Baidu Statistics to avoid vicious clicks on our ads.
- Increased subscribers on our WeChat Official Account Platform by 450% in three months and has transformed it into a new channel with great potential to find B2B customers.
- Initiated weekly marketing leads reports and developed a report dashboard to review leads generation effectiveness by analyzing monthly ROI of each lead source.
- Organized details of 2016 MicroStrategy Symposium in Beijing for 250+ participants and was highly praised by the guest speaker from headquarters as one of the most impressive symposiums he had ever attended. Michael Saylor, the founder of MicroStrategy, is thus planning to be the guest speaker for next year’s symposium in Beijing.
- Translated MicroStrategy Tutorial documents into Chinese and created localized contents to cater to

Chinese clients.

- Supported EDM creation, webinar organization, print catalog edition, new tools/technology adoption, official article composition, and translation of learning documents.

Global Views Monthly, Journalist Intern

Taipei, Taiwan, 07/2014 – 08/2014

- Cleaned and analyzed survey data on the satisfaction of county mayors and city magistrates with Minitab and produced two graphs.
- Assisted two other journalists to formulate a cover story on European Education with many of my ideas being adopted.
- Other tasks included contacting overseas interviewees, information research, note-taking, and German to Chinese translation.

University News, Editor and Journalist

Taipei, Taiwan, 09/2012 – 06/2013

- Covered 10+ international news events on college students, and edited news videos.
- Modified web crawlers to fit our needs to collect data, and used D3 library to visualize data on website.

EXTRACURRICULAR ACTIVITIES

English Learning Club

Beijing, China, 10/2016-Present

Instructor

- Created an English environment once a week for 10 colleagues to practice oral and listening skills.
- Support BI engineers and technical supports to pass MicroStrategy Certification. Lessons mainly focus on comprehension of complex sentence structures and vocabulary usage.
- Teach Business Assistants and HR managers how to write formal English business E-mails.

Youth Association of International Conferences

Taipei, Taiwan, 09/2012-06/2013

Marketing Director

- Attracted 55 new members at student club expo to come to our orientation party with 43 of them enrolling – a big number for an academic club in my university.
- Initiated the idea to adapt serious international news in a more eye-catching way to raise awareness of international affairs on our club's Facebook fan page.
- Assisted our club to acquire financial aid from school and was awarded the Best Academic Club due to exceptional administration.

Taipei Model United Nations

Taipei, Taiwan, 09/2012-06/2013

Co-Chair, Asian Development Bank

- Drafted a study guide on the committee topics of poverty issue in South Asia and was selected as the topic to discuss in the committee.
- Chaired sessions at the Asian Development Bank.
- Promoted the principles, rules, and procedures of the UN to university students

INTERNATIONAL EXPERIENCE

Harvard World Model United Nations (WorldMUN)

Brussels, Belgium, 03/2014

Delegate of Croatia, Special Political and Decolonization Committee (SPECPOL)

- Contributed to the draft resolution for the issues discussed. The draft resolution was the only one elected and passed in the conference.

Vienna International Model United Nations (VIMUN)

Vienna, Austria, 08/2013

Delegate of Republic of Korea, Human Rights Council (HRC)

- Discussed contemporary human rights treaties and the need of re-drafting to better adapt to the humanitarian crisis we are facing today.

Asian International Model United Nations

Beijing, China, 03/2013

Delegate of Denmark, Futuristic Security Council (FSC)

- Discussed Polar Navigation and Resources Allocation
- Won oral recognition

VOLUNTEER EXPERIENCE

ELIV International Service, Taiwan

Siem Reap, Cambodia, 01/2012-02/2012

Volunteer, Eco-friendly Orphanage Construction Project

- Learned to identify green building materials.
- Participated in the latter phase of construction, including drainage excavation, bamboo wall construction, and the installation of a ceramic tile on the floor.
- Introduced advanced technology for a more efficient irrigation system into local community.

Taiwan Social Welfare Action Association Waker Group

NingXia, China, 07/2012-08/2012

Volunteer, Middle School Summer Camp

- Promoted sanitation awareness to middle school students through series of fun activities.
- Taught middle school students to sing English songs and play games in English.

Huikuang Guide Dog Foundation Taiwan

Taipei, Taiwan, 07/2013-07/2014

Puppy Walker

- Was responsible for the early socialization and education of a guide dog.
- Supported the foundation's fundraising events to promote a better understanding of all guide dogs in Taiwan and build an inclusive society for the blind who use guide dogs.

LANGUAGE SKILLS

Mandarin: Native or bilingual proficiency

English: Full professional proficiency (TOEFL iBT: 107/120)

German: Full professional proficiency (B2)

TECHNICAL SKILLS

Computer Programming: Java, Python, JavaScript, HTML5, C++, R, MySQL

Statistical Software: SPSS, Minitab

Digital Marketing Tools: Adobe Photoshop CC, Adobe Premiere Pro CC, Baidu Online Marketing Service, Baidu Statistics

Data Visualization Tools: MicroStrategy Desktop

Office Tools: MS Word, Excel, PowerPoint